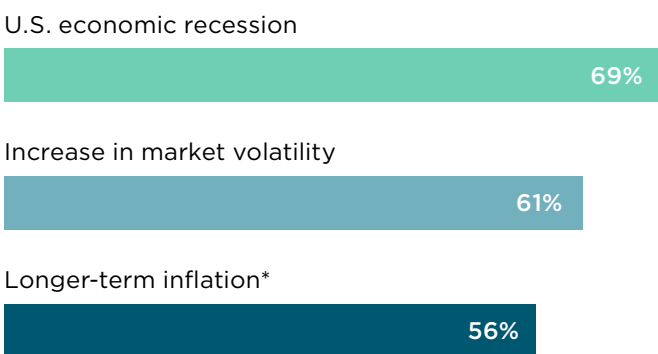


# Building client confidence for the future



Inflation, interest rates, market volatility – these are a few of the concerns clouding investors’ outlooks in 2022. Many investors rely on financial professionals to help them see through these uncertainties and prepare for risk. The seventh annual Advisory Authority study powered by the Nationwide Retirement Institute® found that financial professionals have gained confidence from their experiences in past financial crises. They can share this confidence with clients to help them build their own confidence in their financial plans.

## What are the financial concerns investors see on the horizon

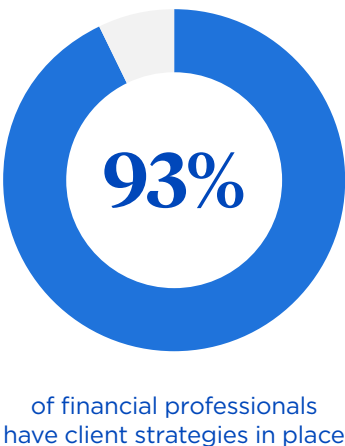


## Financial professionals can tap their experiences from living through previous financial crises to grow their clients’ confidence should another crisis arise.

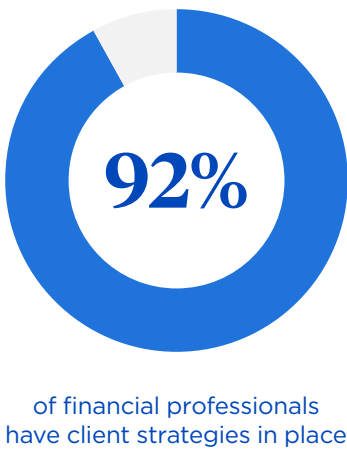


## What solutions are financial professionals using to help clients prepare for their financial future?

### Protecting assets from market risk



### Protecting clients from outliving savings



Helping your clients prepare for uncertainty can give them greater confidence in their financial plan. Nationwide has resources and solutions that help address different retirement risks that can you can use during your client conversations.



[Click here to find resources on a range of financial planning topics.](#)



**About Advisor Authority: Methodology**  
The seventh annual Advisory Authority Survey was conducted online within the United States by The Harris Poll on behalf of Nationwide from July 22 – August 17, 2021 among 1,632 advisors and financial professionals and 839 investors, ages 18+. Investors are weighted where necessary by age by gender, race/ethnicity, region, education, income, marital status, household size, investable assets and propensity to be online to bring them in line with their actual proportions in the population. Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. Because the sample is based on those who were invited to participate in Harris Poll online research, no estimates of theoretical sampling error can be calculated.

\*Edelman Data and Intelligence (DxI) online survey of 2,000 adult U.S. consumers ages 18 and over on behalf of Nationwide, February 11 through February 17, 2022.

This material is not a recommendation to buy or sell a financial product or to adopt an investment strategy. Investors should discuss their specific situation with their financial professional.

This information is general in nature and is not intended to be tax, legal, accounting or other professional advice. The information provided is based on current laws, which are subject to change at any time, and has not been endorsed by any government agency.

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